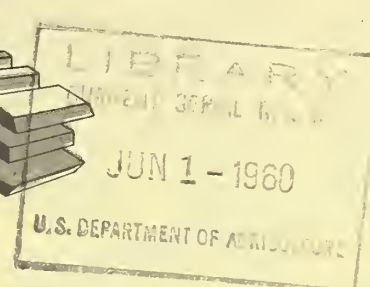


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# FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U. S. Department of Agriculture  
Agricultural Marketing Service

May 13, 1960  
F P - 37

MEAT.....Total production is expected to reach about 28 billion pounds, or about 2% more than in 1959. More beef and lamb will be available but considerably less pork than last year when supplies were unusually large. Consumption of all meat will probably dip about a pound below last year's 160.1 pounds per person.

Beef.....Supplies are likely to continue above last year's levels. Better grades will account for most of the increase the first half of this year, while lower grades will be more plentiful the last half. For the year as a whole, consumption is expected to average 84-1/2 pounds per person, or about 3 pounds above last year.

Pork.....Output has trended downward this year and supplies per person may run about 4 pounds below 1959. By mid-year, hog slaughter is expected to dip appreciably under year-earlier levels and continue below 1959 the balance of this year.

Lamb.....Latest estimates indicate about 2% more lamb and mutton than in 1959. Slaughter supplies are expected to run somewhat above last year, while consumption may continue near last year's 4-1/2 pounds per person.

## POULTRY:

Broiler-fryers.....Slaughter into summer is likely to continue below last year and any increases in production over 1959 are not likely to occur until the final quarter of this year. Present outlook is that total broiler-fryer supplies may be only slightly higher than last year's 1 billion, 731 million birds.

Turkeys.....First half of 1960 supplies will run about the same as a year ago. Since fewer breeder hens are available, compared with last year, it's uncertain whether growers will carry out earlier plans to produce 6% more turkeys. If they do, though, production would total a record 87 million birds.

Eggs.....Supplies are likely to continue less plentiful than last year, since production in every remaining month of this year will be smaller than in 1959.

DAIRY.....Milk production may show a slight gain this year over 1959. With stocks on hand at the beginning of the year about equal to a year earlier, more milk and dairy products are in prospect.

## VEGETABLES:

Fresh.....Production of spring vegetables and melons is expected to dip about 5% from both last year and average. Prospects point to substantially smaller crops of tomatoes, lettuce, cantaloups,

cabbage and broccoli, but larger supplies of watermelons, snap beans, celery, sweet corn and cauliflower than in 1959. Late spring potato output is expected to total over a tenth above last year. Supplies of potatoes should show a noticeable increase as mid-year approaches.

Processed....Supplies of many items will continue smaller than in 1959 until new packs arrive on the market this summer. Stocks of canned products are considerably below heavier inventories a year earlier, while holdings of frozen vegetables April 1 stood 5% under that date last year.

#### FRUITS:

Fresh.....Smaller supplies are available this spring than last. Fresh deciduous fruit supplies now consist mainly of storage stocks of 1959-crop apples and pears, fresh crop strawberries and imported bananas. Stocks of apples and pears were much smaller this April 1 than last. Strawberries will probably be no more plentiful than last season. Latest estimates for the new peach crop in 9 southern States indicate production of around 15,525,000 bushels--some 4% above last year and far above average. California's production of apricots this year is now estimated at 230,000 tons, which runs a tenth larger than last year and nearly a third above average. California's sweet cherry production is estimated at 33,000 tons, or nearly 2-1/2 times greater than the short 1959 crop. But it's still only 12% above average. As for California plums, the latest forecast is for a production of 80,000 tons--14% below last year but equal to the 10-year average.

Processed....Total supplies of canned fruits are expected to continue considerably larger through the end of the present marketing season than a year earlier. On April 1 packers' stocks of 10 important canned deciduous fruits were over a fifth greater than last year. Supplies of frozen deciduous fruits and berries will remain in moderately smaller size this season than last, until 1960 packs are available. Most dried fruits will continue in heavier supply than last year for the marketing season ending in August. Stocks of frozen orange juice are moderately larger than a year ago, and Florida production will continue at a high rate into early June, then taper off seasonally.

## ***The Plentiful Foods Program***

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

INDUSTRY ICE CREAM PROMOTION . . . . . May 1 - 31

JUNE DAIRY MONTH . . . . . June 1 - 30